



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING


RICK SNYDER
GOVERNOR

MICHAEL P. FLANAGAN
STATE SUPERINTENDENT

April 22, 2013

MEMORANDUM

TO: Local and Intermediate School Superintendents, Public School Academy Directors, Nonpublic School Administrators, and Residential Child Care Institutions

FROM: Mike Flanagan, State Superintendent 

SUBJECT: First Fuel Breakfast Challenge

This year, I want to re-energize our efforts to increase student breakfast participation and expand upon the work done by all of you, as well as those in other states.

While Michigan has seen a tremendous increase in its school breakfast participation, there still is more work to be done. Last year, only about half of the students eligible to receive a free school breakfast participated in the program and only 42 percent of the student population that participated in school lunch also participated in school breakfast. We can close the gap between those participation rates and improve our students' readiness to learn.

The Challenge:

To ensure Michigan students start each school day ready to learn, I'm launching the "First Fuel" School Breakfast Challenge. **I challenge all schools to help us reach our goal to have at least 60 percent of our students who participate in school lunch also participate in school breakfast.** All schools are automatically entered into this challenge. If this goal is met, Michigan will serve over 85 million school breakfasts.

The challenge will begin with the 2013-14 school year, giving schools ample time to plan and implement. We will be highlighting each school's Breakfast Challenge success on its annual school scorecard.

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The Michigan Department of Education will be monitoring school breakfast participation and providing regular electronic follow-up supporting you during this challenge. We also are pleased to be partnering with the United Dairy Industry of Michigan (UDIM) in order to provide technical assistance to schools and the various professional organizations with whom you are involved as you work toward increasing your breakfast participation.

The UDIM has partnered with Blue Cross Blue Shield of Michigan to provide equipment grants to assist you with these efforts. In addition, we anticipate that other organizations will be joining us over the next year to help celebrate your successes in this very important challenge.

As promised in my March 4, 2013, podcast, resources are being provided to you to assist you in meeting this challenge. Enclosed are the following:

1. Building Healthy Communities Through Breakfast: First Fuel Breakfast Challenge Grant flyer
2. American Association of School Administrators , School Governance & Leadership Winter 2013 publication – Improving Attendance, Health and Behavior; Moving Breakfast Out of the Cafeteria
3. Breakfast for Learning
4. Breakfast for Health
5. Nutrition Reports – Say Yes to School Breakfast
6. The Wellness Impact: Enhancing Academic Success through Healthy School Environments

School Food Service Directors also will receive the following at a later date:

1. Accountability in the School Breakfast Program handout
2. New Breakfast Meal Pattern handout

Thank you for accepting this challenge to assure Michigan's children are well nourished and ready to learn. As you make plans for next year, we encourage you to plan for ways to significantly increase breakfast participation. We are excited to celebrate your successes with you and anticipate the great things to come.

Questions regarding the content of this memo may be directed to the School Nutrition Programs Unit at 517-373-3347 or MDE-SchoolNutrition@michigan.gov.

cc: Principals
Food Service Directors